

Press Release

Demand for TMMi Grows Across India

Experimentus launches joint venture with PureTesting to offer Test Maturity Model Integrated (TMMi®) services to the Indian IT industry

7th June 2010 - London: Experimentus (www.experimentus.com), the software quality management consulting firm and PureTesting (www.puretesting.com), a prominent software test consulting and services company announced today the launch of their joint venture **Purementus**. The joint venture between Experimentus and PureTesting offers access to accredited TMMi Assessments and Process Improvement capabilities to the IT industry throughout India.

TMMi® has become the de facto standard against which organisations can measure and improve Testing and Quality related processes and activities.

Experimentus, accredited by the TMMi® Foundation for both its assessment method and consultants, has obtained global recognition for the work it has conducted with the Test Maturity Model integrated, by helping organisations understand how they can move away from, the traditional and costly Defect Detection approach to implement quantitative improvements through Defect Prevention techniques and processes.

PureTesting is known for helping its clients plan their test investment and manage critical testing processes to reduce the cost of producing quality software.

Julian Clarke, Director of Sales & Marketing at Experimentus said, "This is an exciting time for the Testing Industry, we have the ISTQB to accredit people, TMMi® to assess and certify process capability and the tool vendors are relaxing their licensing terms, which combined is transforming the industry from 'Body Shop' based suppliers to those delivering solutions aimed at improving quality as well as addressing the organisations commercial & process improvement demands. Many organisations have used TMMi® to independently measure and identify improvements in their own capabilities but more recently we have seen TMMi® become part of the evaluation criteria when selecting a supplier. To meet an increasing demand for our Assessment & Certification solution from both Captives and Service Providers we needed to expand our delivery team within India. PureTesting was the ideal company to set up a joint venture with; they have an excellent reputation for delivery and are very well respected throughout India".

Commenting on the alliance Anil Baid, Co-founder of PureTesting said, "Organisations today don't want to just test, they want to continuously optimise the cost of testing. To do that they need to understand where they are and where they want to go. TMMi is the best way for them to independently assess themselves and improve. TMMi is also likely to help increase customer confidence in these certified companies".

About Experimentus: (www.experimentus.com)

Experimentus is an IT solutions and services company that specialises in software quality management. The range of solutions it provides helps organisations to reduce the risks associated with software development lifecycle and enables organisations to properly manage, control and measure existing IT applications.

About PureTesting: (www.puretesting.com)

PureTesting offers end-to-end testing and development solutions. The offerings include—Test Consulting, Testing Services, Test Trainings (www.puretrainings.com), Product Development and Re-engineering (www.puredev.in). PureTesting is also recognized as a "Testing Thought Leader" where people work on innovative concepts, write white papers, and present concepts at international forums.

PureTesting's unique value proposition of offering better, faster, less expensive testing and development solutions is compelling to its clients in India, Europe, New Zealand, and US who regard PureTesting as a long-term testing partner.

About the TMMi® Foundation (www.tmmifoundation.org)

The TMMi Foundation is a non-profit making organisation, founded by a number of leading European test and quality practitioners and is dedicated to improving software test and quality related processes and practices. The Foundation owns and supports the TMMi model, provides an independent accrediting service for lead assessors and assessors, along with the structure to accredit assessment methods.

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